

Abstract

Title: Marketing research of customer satisfaction with selected fitness centers in competitive environment of Příbram and its surroundings

Objectives: The aim of this work is to carry out the satisfaction research of chosen competitive fitness centers and find out with which aspects are customer satisfied and with which not. Enquiry may also detect the most important criteria influencing the customer's choice of the fitness center. The particular drafts and recommendations made for increase customer satisfaction will be created according to the research outcomes.

Methods: The method of personal interrogation is chosen for this research and the sample of respondents is available because the most accessible present and also past customers of chosen fitness centers are asked. Data capture is realized by prepared questionnaires and respondents are addressed in front of the entrances of the particular fitness centers.

Results: It was found out that the most important factor influencing the customer's choice of fitness center is price, consecutively cleanness of the facility and quality of the equipment. Fitness centers may focus on these factors. According to the results of executed research the customers are the best satisfied with willingness and availability of the staff and the least satisfied with a booking system.

Keywords: personal interrogation, customer satisfaction, fitness center, competitive environment